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1. (currently amended) A computer-implemented method of providing a credit limit, comprising:

IN THE CLAIMS

Please amend the claims to read as indicated below.

receiving a request for a credit limit related to an entity;
retrieving an aggressive value from an aggressive model of business data associated with said entity;
retrieving a conservative value from a conservative model of business data associated with said entity,
wherein said aggressive value and said conservative value are co-existing; and
providing a recommendation based on said aggressive value and said conservative value,
wherein said aggressive and conservative models perform—an_a historical analysis of credit demand of
entities other than said entity that are represented in a business information database and have a
profile substantially similar to said entity.

- 2. (original) The method according to claim 1, wherein said recommendation is provided to a user from a website via a browser.
 - 3. (original) The method according to claim 1, further comprising: prompting a user for said request from a business report associated with said entity via a clickable link.
- 4. (original) The method according to claim 1, wherein said recommendation includes guidelines having an aggressive limit and a conservative limit.
- 5. (original) The method according to claim 1, wherein said recommendation is a specific dollar amount.
- 6. (original) The method according to claim 1, wherein said recommendation is a range of dollar amounts.

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7. (original) The method according to claim 1, wherein said aggressive and conservative models include analysis of a payment history associated with said entity.

- 8. (canceled)
- 9. (previously presented) The method according to claim 1, wherein said profile is at least one attribute selected from the group consisting of: company size, and industry.
- 10. (original) The method according to claim 1, wherein said recommendation is fine-tuned to account for known characteristics of a particular entity.
- 11. (currently amended) A computer readable medium having executable instructions stored thereon to perform a computer-implemented method of providing a credit limit, said method comprising:

receiving a request for a credit limit related to an entity;

retrieving an aggressive value from an aggressive model of business data associated with said entity; retrieving a conservative value from a conservative model of business data associated with said entity,

wherein said aggressive value and said conservative value are co-existing; and providing a recommendation based on said aggressive value and said conservative value,

- wherein said aggressive and conservative models perform an a historical analysis of credit demand of entities other than said entity that are represented in a business information database and have a profile substantially similar to said entity.
- 12. (currently amended) A system for providing a credit limit, comprising:
- a display having a clickable link to a credit limit recommendation for an entity;
- an aggressive model, which provides an aggressive value;
- a conservative model, which provides a conservative value, wherein said aggressive value and said conservative value are co-existing; and
- a credit limit recommendation component, which provides a recommendation based on said aggressive value and said conservative value,

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wherein said aggressive and conservative models perform an a historical analysis of credit demand of entities other than said entity that are represented in a business information database and have a profile substantially similar to said entity.

- 13. (previously presented) The system according to claim 12, further comprising:
- a database indexable by a unique business identifier identifying said entity, said database, which provides said business data to said aggressive and said conservative models.
- 14. (original) The system according to claim 12, wherein said recommendation includes a risk category.
- 15. (previously presented) The system according to claim 14, wherein said recommendation includes an explanation, if said risk category is high.
- 16. (original) The system according to claim 12, wherein said recommendation includes a range from said aggressive value to said conservative value.
- 17. (original) The system according to claim 12, wherein said recommendation includes a specific dollar amount.
 - 18. (original) The system according to claim 12, further comprising: a billing component to receive billing information, before said recommendation is provided.
- 19. (original) The system according to claim 18, wherein said billing component charges a fee for said recommendation.
- 20. (original) The system according to claim 12, wherein said system provides said recommendation for a subscriber service.